



City of NORFOLK

C: Dir., Department of City Planning

To the Honorable Council
City of Norfolk, Virginia

January 27, 2015

From: George M. Homewood, AICP, CFM, Planning Director

Subject: **Special exception to operate an entertainment establishment with alcoholic beverages at 330 West 22nd Street, Suite 104 and 105**

Reviewed:

Ronald H. Williams, Jr., Deputy City Manager

Ward/Superward: 2/6

Approved:

Marcus D. Jones, City Manager

Item Number:

R-3

- I. Staff Recommendation: Approval, subject to the requirement for a renewal in 12 months, to evaluate any potential impacts that may arise with a new owner/operator.
- II. Commission Action: By a vote of 7 to 0, the Planning Commission recommends **Approval**.
- III. Council Action:
 - At their December 16th hearing, Council approved a special exception set to expire on January 27, 2015.
 - The approval allowed the applicant to operate for the holidays, but provided additional time to meet with the Ghent Neighborhood League.
- IV. Request: Special exception for an entertainment establishment with alcoholic beverages
- V. Applicant: Sassi Cakes and Sweets – 330 West 22nd Street, Suite 104 and 105
- VI. Description: This request would authorize a new owner/operator for Sassi Cakes and Sweets.

| | Prior | Proposed |
|--|--|----------|
| Hours of Operation | 9:00 a.m. until 2:00 a.m., seven days a week | Same |
| Hours for the Sale of Alcoholic Beverages and Hours for Entertainment | 11:00 a.m. until 2:00 a.m., seven days a week | Same |
| Capacity (without dance floor) | 58 seats indoors 36 seats outdoors 99 total capacity | Same |
| Entertainment | <ul style="list-style-type: none">• Four member live band• Karaoke• Disc jockey• Cultural Dance | Same |

Staff point of contact: Susan Pollock at 664-4765, susan.pollock@norfolk.gov

Attachments:

- Staff Report to CPC dated October 23, 2014 with attachments
- Proponents and Opponents
- Ordinance



City of NORFOLK

To the City Planning Commission
City of Norfolk, Virginia

October 23, 2014

From: Susan Pollock, CFM
Principal Planner

Subject: Special exception to operate
an entertainment establishment with
alcoholic beverages at 330 West 22nd
Street, Suite 104 and 105
– Sassi Cakes and Sweets

Reviewed: Leonard M. Newcomb III,
Land Use Services Manager

Ward/Superward: 2/6

Approved:

George M. Homewood, AICP, CFM
Planning Director

Item Number: 10

- I. **Recommendation:** Staff recommends approval, considering compliance with *Zoning Ordinance* requirements and consistency with approved plans.
- II. **Applicant:** Sedric Hill
- III. **Description:** The request would authorize a new owner/operator for Sassi Cakes and Sweets.
- IV. **Analysis**
The site is located within the Palace Station along the northern side of West 22nd Street in a portion of the Ghent Business District that is comprised of commercial and light industrial uses.

Plan Analysis

The proposed special exception is consistent with *plaNorfolk2030*, which designates this site as Commercial.

Zoning Analysis

The site is located within the C-2 (Corridor Commercial), and 21st Street PCO (21st Street Pedestrian Commercial Overlay) zoning districts which permit the proposed use by special exception.

| | Prior | Proposed |
|---|--|----------|
| Hours of Operation | 9:00 a.m. until 2:00 a.m., seven days a week | Same |
| Hours for the Sale of Alcoholic Beverages and Hours for Entertainment | 11:00 a.m. until 2:00 a.m., seven days a week | Same |
| Capacity (without dance floor) | 58 seats indoors 36 seats outdoors 99 total capacity | Same |
| Entertainment | <ul style="list-style-type: none"> • Four member live band • Karaoke • Disc jockey • Cultural Dance • Performance Dancing | Same |

- Special Exception history:

| City Council Approval | Applicant | Changes |
|-----------------------|--|--|
| August 2011 | Sassi Cakes and Sweets by Stephanie Wadnola | Initial application (eating and drinking) |
| December 2012 | Sassi Cakes and Sweets by Stephanie Wadnola | Addition of entertainment |
| January 2014 | Sassi Cakes and Sweets by Stephanie Wadnola | Additional hours and new forms of entertainment |
| Pending | Sassi Cakes and Sweets by Sedric Hill | New owner/operator |

Traffic Analysis

- The Institute of Transportation Engineers forecasts travel for restaurants based upon the total seating of an establishment.
 - Since no increase in indoor seating is being proposed for the site, no additional trips are projected.

V. Financial Impact

The applicant is current on all real estate taxes.

VI. Environmental

- This site is located in a district that permits this use.
- The change in ownership should not have an adverse impact on the surrounding uses.

VII. Community Outreach/Notification

- Legal notice was posted on the property on September 16.
- Letters were sent to the Ghent Neighborhood League and the Ghent Business Association on October 2.
- Letters were mailed to all property owners within 300 feet of the property on October 9.
- Legal notification was placed in *The Virginian-Pilot* on October 9 and 16.

VIII. Coordination/Outreach

This report has been coordinated with the Department of Planning and Community Development and the City Attorney's Office.

Supporting Material from the Department of Planning and Community Development:

- Proposed Conditions
- Location Map
- Zoning Map
- 1000' Radii Map of Entertainment Establishments
- Application
- Letter to the Civic League
- Letter to the Business Association

Proponents and Opponents

Proponents

Rachael Faunce – Representative
3556 Radford Circle
Chesapeake, VA 23321

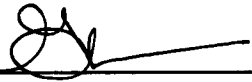
Opponents

None

Form and Correctness Approved: 

Contents Approved:

By 
Office of the City Attorney

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE EXTENDING A SPECIAL EXCEPTION PREVIOUSLY GRANTED ON DECEMBER 16, 2014 BY ORDINANCE NO. 45,820 AUTHORIZING THE OPERATION OF AN ENTERTAINMENT ESTABLISHMENT KNOWN AS "SASSI CAKES AND SWEETS" ON PROPERTY LOCATED AT 330 WEST 22ND STREET, SUITES 104 AND 105.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

WHEREAS, a special exception was granted authorizing the operation of an entertainment establishment known as "Sassi Cakes and Sweets" on property located at 330 West 22nd Street, suites 104 and 105 on December 16, 2014 (Ordinance No. 45,820);

WHEREAS, one of the conditions of the special exception required that the approval to operate an entertainment establishment shall terminate in the event that the City Council does not find that the operation is in compliance with all provisions of the special exception and other applicable laws; and

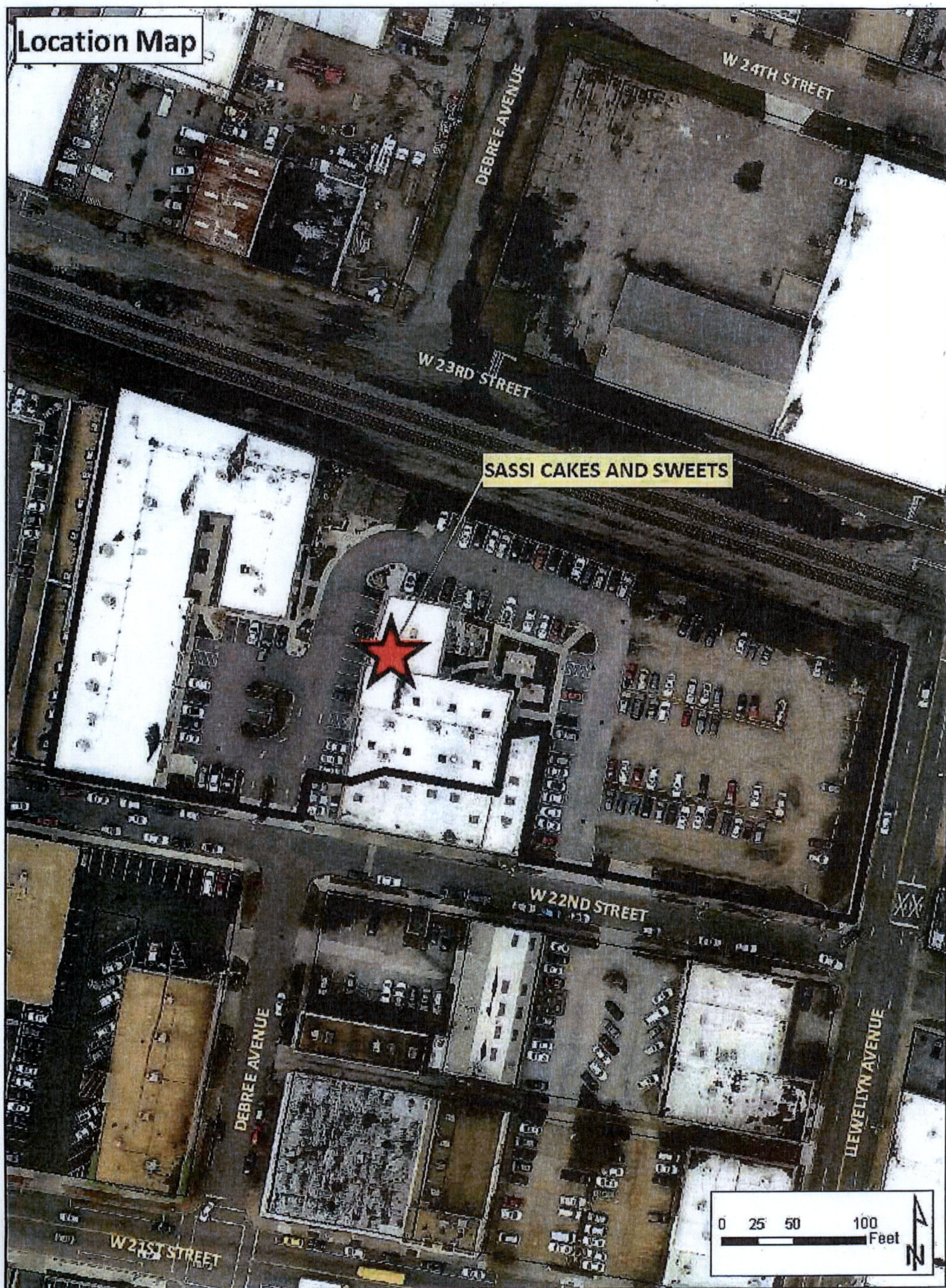
WHEREAS, the City Council has been provided with information indicating that the establishment is in compliance with all provisions of the special exception and other applicable laws; now therefore

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the special exception previously granted by Ordinance No. 45,820 is not revoked, is extended, and hereby remains in effect, subject to all conditions set forth in said Ordinance, including the condition which requires the automatic termination of the special exception on January 27, 2016.

Section 2:- That this ordinance shall be in effect from the date of its adoption.

Location Map



Zoning Map

W 24TH STREET

DEBREE AVENUE

W 23RD STREET

W 22ND STREET

W 21ST STREET

DEBREE AVENUE

LEWELLYN AVENUE

SASSI CAKES AND SWEETS

C-2

I-2

I-1

0 35 70 140 Feet

N

SASSI CAKES AND SWEETS

C-2

W 22ND STREET

W 22ND STREET

W 21ST STREET

0 35 70 140 Feet



ABC Uses Proximity Map





**APPLICATION
ADULT USE SPECIAL EXCEPTION
ENTERTAINMENT ESTABLISHMENT
(Please Print)**

Date 9/8/14

DESCRIPTION OF PROPERTY

Address 330 W 22ND Street Norfolk, VA

Existing Use of Property Entertainment Establishment

Proposed Use Entertainment Establishment

Current Building Square Footage 2759

Proposed Building Square Footage 2759

Trade Name of Business (If applicable) Sassi Cakes & Sweets

APPLICANT/ PROPERTY OWNER

1. Name of applicant (Last) Hill (First) Sedric (MI) R

Mailing address of applicant (Street/P.O. Box) ~~2014~~ 2012 Dawnee Brook Trail N

(City) Chesapeake (State) VA (Zip Code) 23320

Daytime telephone number of applicant (757) 296 0398 Fax number (757) 955 8501

E-mail address of applicant Sassi.ghent@gmail.com

2. Name of property owner (Last) Fhleman (First) Claus (MI) _____

Mailing address of property owner (Street/P.O. box) 301 W. 21ST ST

(City) Norfolk (State) VA (Zip Code) 23517

Daytime telephone number of owner (757) 623-3100 Fax number (757) _____

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July 2013)

CONTACT INFORMATION

Civic League contact Henry Conde / GBA (Ghent Business Association)

Date(s) contacted Phone number provided on website was unavailable.

Ward/Super Ward information 438-9070

514-1814

REQUIRED ATTACHMENTS

- Required application fee, **\$355.00** (if check, make payable to Norfolk City Treasurer).
 - Application fee includes a non-refundable \$5 technology surcharge.
- Two 8½x14 (maximum size) copies of a survey or site plan (required for new construction or site improvements) drawn to scale showing:
 - Existing and proposed building structures
 - Driveways
 - Parking
 - Landscaping
 - Property lines (see attached example)
- Two 8½ inch x 14 inch (maximum size) copies of a floor plan prepared by a registered design professional drawn to scale showing restroom facilities, seats/tables, bar, dance floor with dimensions, band area, disc jockey area, standing room and ingress and egress (see attached example).
- Completed Exhibit A, Description of Operations (attached).

CERTIFICATION

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge.

Print name: CLAVIS JHLEMANNN Sign: [Signature] 9.15/2014
(Property Owner or Authorized Agent Signature) (Date)

Print name: Sedric Hill Sign: [Signature] 9.13/14
(Applicant or Authorized Agent Signature) (Date)

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EXHIBIT "A"
Description of Operations
Entertainment Establishment
(Please Print)

Date 9/3/14

Trade name of business Sassi Cakes & Sweets

Address of business 330 W 22nd Street Suite 104-105

Name(s) of business owner(s)* Sedric Hill for Sassi's (Sassi, Inc.)

Name(s) of property owner(s)* Claus Ihlemann for Palace Stations.

Name(s) of business manager(s)/operator(s) Sedric Hill, Cory Evans, Carlos Gomez
Kimberly Hughes
Rachael Farrow

Daytime telephone number (757) 321-6789

*If business or property owner is a partnership, all partners must be listed.

*If business or property owner is an LLC or Corporation, all principals must be listed.

1. Proposed Hours of Operation:

| Facility | Alcoholic Beverage Sales and Entertainment |
|--|--|
| Weekday From <u>9am</u> To <u>2am</u> | Weekday From <u>11am</u> To <u>2am</u> |
| Friday From <u>9am</u> To <u>2am</u> | Friday From <u>11am</u> To <u>2am</u> |
| Saturday From <u>9am</u> To <u>2am</u> | Saturday From <u>11am</u> To <u>2am</u> |
| Sunday From <u>9am</u> To <u>2am</u> | Sunday From <u>11am</u> To <u>2am</u> |

2. Type of ABC license applied for (check all applicable boxes):

☒ On-Premises ☐ Off-Premises (second application required)

3. Type of alcoholic beverage applied for:

☒ Beer ☒ Wine ☒ Mixed Beverage

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810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July 2013)

Exhibit A – Page 2
Entertainment Establishment

4. Will video games, pool tables, game boards or other types of games be provided?
☒ Yes (If more than 4, additional application required) ☐ No

4a If yes, please describe type and number of each game to be provided:

Bingo, Trivia

5. Will patrons ever be charged to enter the establishment?
☒ Yes ☐ No

5a. If yes, why: Certain special events,
Charity events

5b. Which days of the week will there be a cover charge (circle all applicable days):

Monday Tuesday Wednesday Thursday Friday
Saturday Sunday

6. Will the facility or a portion of the facility be available for private parties?
☒ Yes ☐ No

6a. If yes, explain: Birthdays, Anniversary
Corporate Occasions, Baby Showers, Bridal Parties, Charity Events

7. Will a third party (promoter) be permitted to lease, let or use the establishment?
☐ Yes ☒ No

7a. If yes, explain:

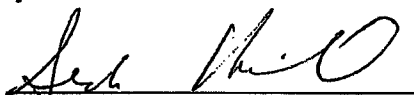
8. Will there ever be a minimum age limit?
☒ Yes ☐ No

Exhibit A – Page 3
Entertainment Establishment

9. Additional comments/description/operational characteristics or prior experience:

We are an upscale desert lounge where people
can come and socialize and network among themselves

Note: If smoking is permitted, then floor plans must be submitted showing all necessary building requirements for such facility



Signature of Applicant

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July 2013)

**Exhibit A – Floor Plan(s) Worksheet
Entertainment Establishment**

*Option A
Live Band*

- Complete this worksheet based for each floor plan submitted with application.
- Floor plan(s) must be prepared by a registered design professional and include:
 - Tables/seats
 - Restroom facilities
 - Bar
 - Ingress and egress
 - Standing room
 - Disc Jockey/Band/Entertainment area)
 - Outdoor seating
 - Total maximum capacity (including employees)

1. Total capacity

a. Indoor

Number of seats (not including bar seats)

Number of bar seats

Standing room

48

10

0

4 member band

b. Outdoor

Number of seats

32

c. Number of employees

5

Total Occupancy

(Indoor/Outdoor seats, standing room and employees) = 99

2. Entertainment

List ANY type of entertainment proposed other than a 3 member live band, karaoke, comedian, or poetry reading.

Spoken word, Karaoke, 4 piece band

3. Will a dance floor be provided?

☐ Yes ☒ No

3a. If yes,

Square footage of establishment _____

Square footage of dance floor _____

- If a disc jockey is proposed, a dance floor must be provided.
- If the dance floor is more than 10% of the square footage of the establishment, a Dance Hall permit is required.

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

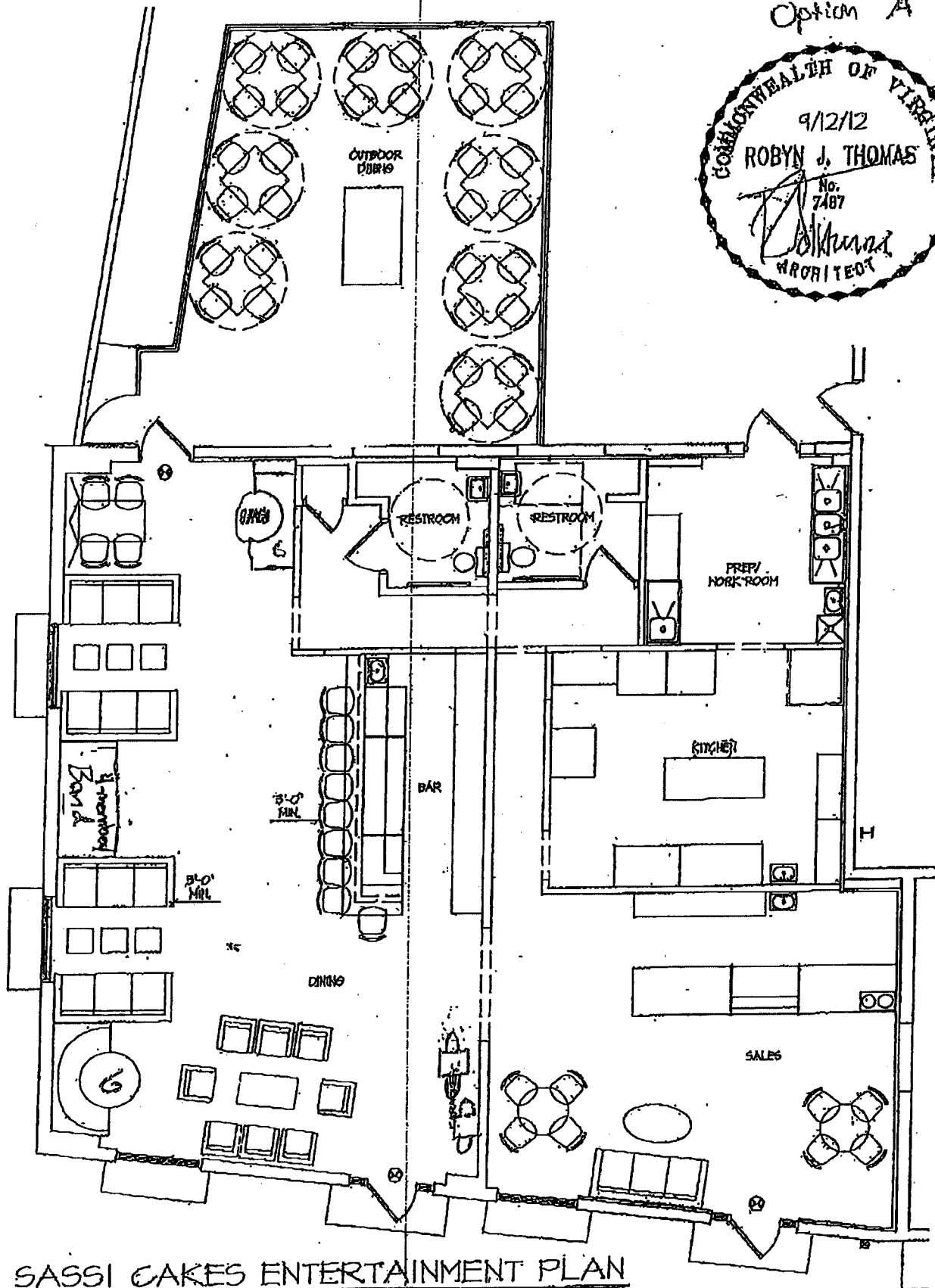
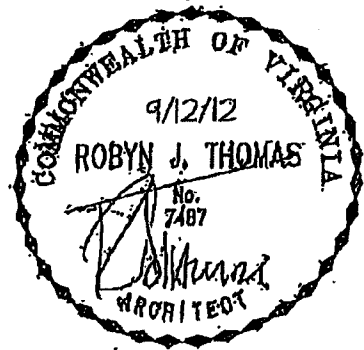
810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July 2013)

Option A



SASSI CAKES ENTERTAINMENT PLAN

1/8" = 1'-0"

Option B / DJ

**Exhibit A – Floor Plan(s) Worksheet
Entertainment Establishment**

- Complete this worksheet based for each floor plan submitted with application.
- Floor plan(s) must be prepared by a registered design professional and include:
 - Tables/seats
 - Restroom facilities
 - Bar
 - Ingress and egress
 - Standing room
 - Disc Jockey/Band/Entertainment area)
 - Outdoor seating
 - Total maximum capacity (including employees)

1. Total capacity

a. Indoor

Number of seats (not including bar seats) 44
Number of bar seats 10
Standing room 0

4 member band

b. Outdoor

Number of seats 16

c. Number of employees

6

Total Occupancy

(Indoor/Outdoor seats, standing room and employees) = 80

2. Entertainment

List ANY type of entertainment proposed other than a 3 member live band, karaoke, comedian, or poetry reading.

Spoken word, Karaoke, jazz, belly dancers, D.J., Nag Queen
dancers, 4 piece band, Burlesque.

3. Will a dance floor be provided?

☒ Yes ☐ No

3a. If yes,

Square footage of establishment 2759
Square footage of dance floor 40

- If a disc jockey is proposed, a dance floor must be provided.
- If the dance floor is more than 10% of the square footage of the establishment, a Dance Hall permit is required.

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

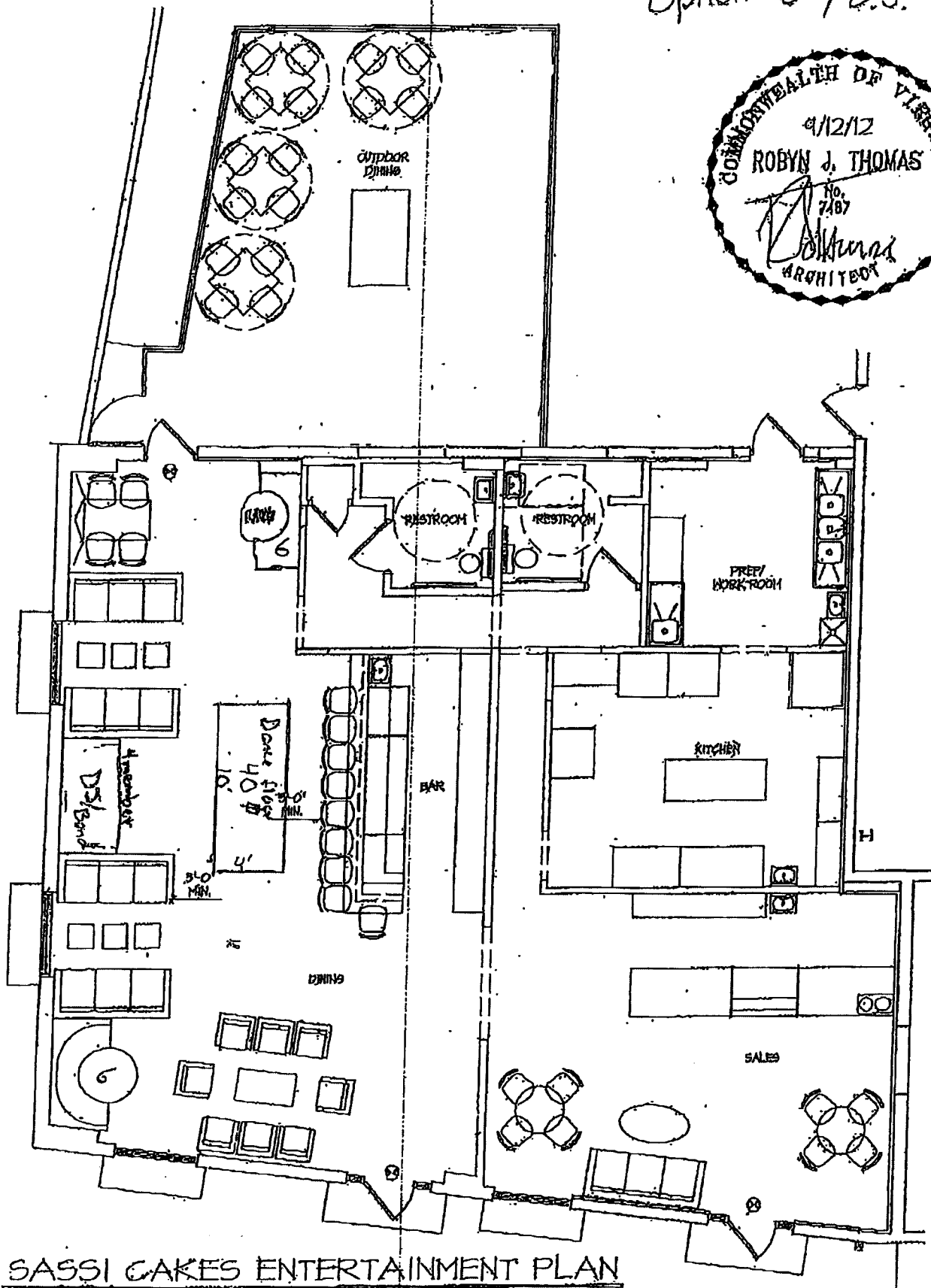
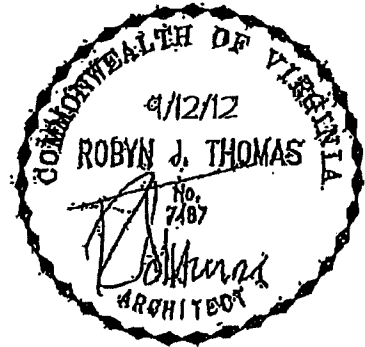
810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1589

(Revised 10/1/2012)

Option B / D.S.



SASSI CAKES ENTERTAINMENT PLAN

1/8" = 1'-0"



City of
NORFOLK

October 2, 2014

Henry Conde
President, Ghent Neighborhood League
P.O. Box 11431
Norfolk, VA 23517

Dear Mr. Conde,

The Planning Department has received an application for a special exception to operate an entertainment establishment with alcoholic beverages on property located at 330 West 22nd Street, Suites 104-105. This item is tentatively scheduled for the October 23rd City Planning Commission public hearing.

Summary

This request would allow a new operator for Sassi Cakes and Sweets an existing entertainment establishment with alcoholic beverages.

| | Prior Operator | Proposed |
|--|--|-----------|
| Hours of Operation | 9:00 a.m. until 2:00 a.m. Seven days a week | Unchanged |
| Hours for the Sale of Alcoholic Beverages and Hours for Entertainment | 11:00 a.m. until 2:00 a.m. Seven days a week | Unchanged |
| Seating | 58 seats indoors 32 seats outdoors 99 Total Capacity | Unchanged |
| Entertainment | <ul style="list-style-type: none">• Four member live band• Karaoke• Disc Jockey• Cultural Dance• Performance Dancing | Unchanged |

If you would like additional information on the request, you may contact the applicant, Sedric Hill, at (757) 296-0398 or you may telephone Susan Pollock on my staff at (757) 664-4765. A copy of the complete application is enclosed.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Pollock', is written over a horizontal line.

Susan Pollock
Principal Planner

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357



October 2, 2014

Ian Holder
President, Ghent Business Association
999 Waterside Drive, Suite 1100
Norfolk, VA 23510

Dear Mr. Holder,

The Planning Department has received an application for a special exception to operate an entertainment establishment with alcoholic beverages on property located at 330 West 22nd Street, Suites 104-105. This item is tentatively scheduled for the October 23rd City Planning Commission public hearing.

Summary

This request would allow a new operator for Sassi Cakes and Sweets an existing entertainment establishment with alcoholic beverages.

| | Prior Operator | Proposed |
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Sincerely,



Susan Pollock
Principal Planner

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357

Palace Station

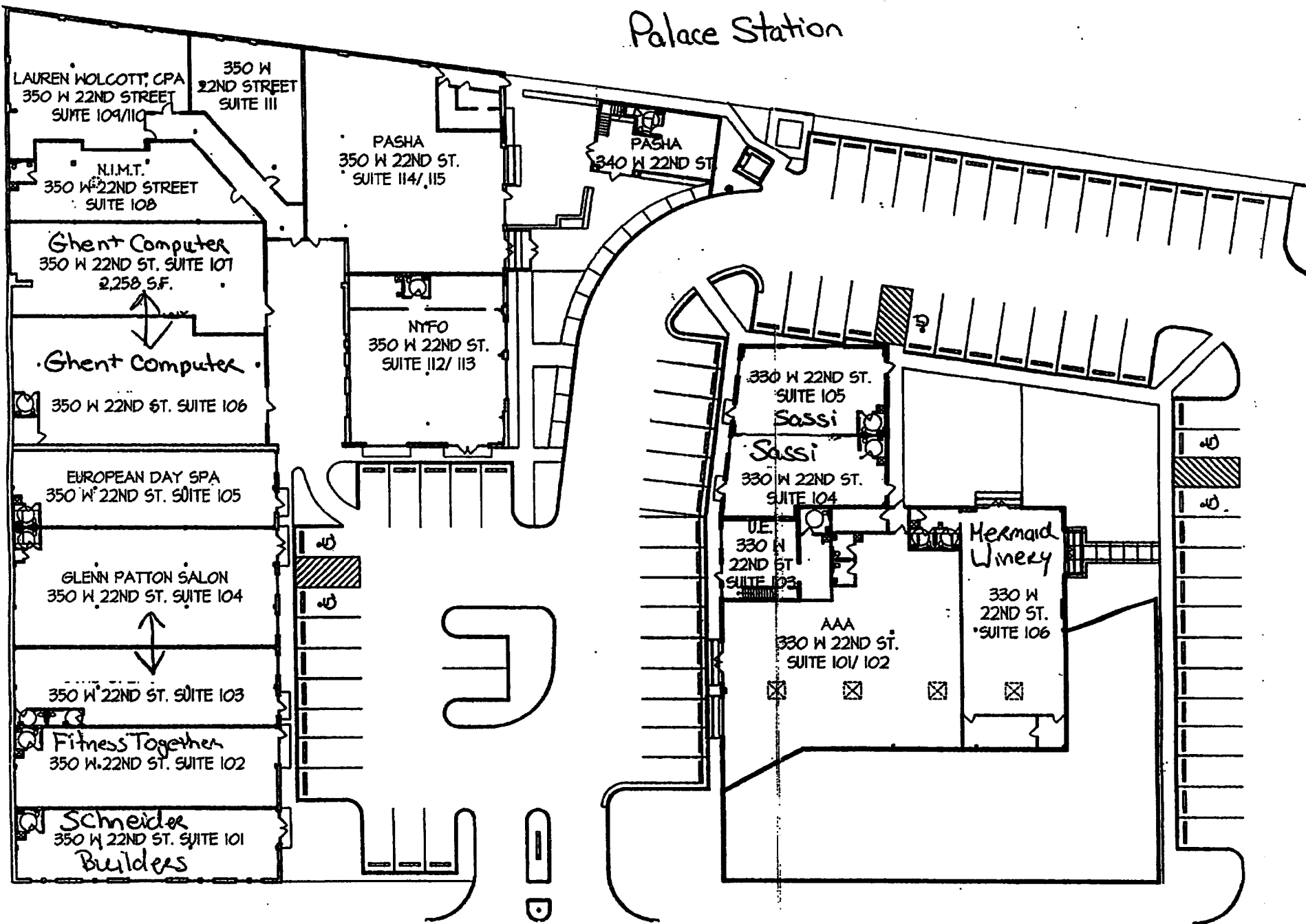


EXHIBIT "B"

